



ALBERTA PIANOFEST

Request for Sponsorship

EXECUTIVE SUMMARY

The Alberta Pianofest Society was incorporated as a non-profit organization under the Alberta Societies Act on October 27, 2011. It is a registered charity with the Canada Revenue Agency, allowing it to issue CRA tax receipts to donors. The mission of the Alberta Pianofest Society is to operate the Alberta Pianofest, a world-class international summer classical music festival and academy for advanced young pianists, held biennially at Pigeon Lake and Edmonton in July. Our inaugural festival took place July 6 – 21, 2013. The goals of the Society are two-fold. First, we strive to serve the public by enriching the cultural life in Alberta. We do this by bringing world-renowned concert pianists to perform nine concerts to summertime audiences in Edmonton and Pigeon Lake, including two concerts specially-designed for introducing art music to young children. Second, we endeavor to inspire excellence and artistry in fourteen gifted young pianists, ages 12 to 18, and selected through a competitive audition / application process, who attend a two-week course of master classes each summer, by giving these students access to leading performing artists and teachers in the field.

Additional information on the festival may be found on our website: www.albertapianofest.com

SPONSORSHIP LEVELS

FESTIVAL SPONSOR	\$10,000 +
PIANOFORTE SPONSOR	\$5,000 +
ARTIST SPONSOR	\$3,000 +
STUDENT SPONSOR	\$1,000 +
PROSCENIUM SPONSOR	\$500 +
SOCIETY MEMBER	\$50 +

MEMBER / SPONSOR BENEFITS

All Society members and sponsors at all levels are gratefully acknowledged by name in every festival programme. Members also receive the earliest notification (by email) of upcoming events, and of the festival's advance ticket sales. Finally, Society Members may have the opportunity to observe a festival master class at Rundle's Mission, Pigeon Lake, free of charge (by appointment only).

EXPOSURE FOR BUSINESS AND INDIVIDUAL *PIANOFORTE & FESTIVAL LEVEL SPONSORS*

FESTIVAL SPONSORS

Festival Sponsors receive four complimentary reserved seats for each of *two* different festival concerts. Their company name and logo are prominently displayed and acknowledged in: festival concert advertisements; festival promotional materials distributed throughout North America; the Alberta Pianofest website; and in every festival concert playbill. Festival Sponsors may submit a full-page business advertisement for inclusion in the festival programme. Additionally, Festival Sponsors who wish to host a post-concert reception to entertain clients and colleagues, with Alberta Pianofest faculty Artists in attendance, are offered this special opportunity for exclusive access to the Artists (subject to date availability).

PIANOFORTE SPONSORS

Pianoforte Sponsors receive four complimentary reserved seats at one festival concert. Their company name and logo are prominently displayed and acknowledged in: festival concert advertisements throughout Alberta; festival promotional materials distributed throughout North America; the Alberta Pianofest website; and in every festival concert playbill. Finally, Pianoforte Sponsors may submit a half-page business advertisement for inclusion in the festival programme

*We are especially appreciative of multi-year commitments of an annual donation to the Society, as they offer the festival stability and aid us in our financial planning.**

EXCLUSIVE CONCERT SPONSOR

Additional exposure and recognition for those businesses and individuals who support the festival with a multi-year commitment of \$5,000 cash donation or more per annum: the sponsor will be acknowledged and named, in programmes, on the festival website, and verbally from the stage, as the exclusive sponsor of one of the festival's individual concerts each season.

APS FINANCIAL INFORMATION

The Alberta Pianofest Society endeavors to raise an estimated \$22,235 between January and August 2017 in public and private fundraisers, government grants, and through direct solicitations to companies, individuals, and organizations, to support the general operating and programme budgets of the Society. It will cost the APS an estimated \$4,250 in incidental expenses to raise these funds. The Society does not use a fund-raising business, and it currently has only one regular, part-time paid staff member.

MAJOR BUDGET ITEMS
JANUARY THROUGH AUGUST 2017

Expenses

Venues.....	\$10,168
Staff (incl chef, counselors, etc).....	\$35,920
Artist Fees & Travel.....	\$16,800
Marketing & Promotion.....	\$13,600
Other FY 2016-17 Operating & Programme costs.....	\$17,357
Four months FY 2017-18 Operating.....	\$15,000
<hr/>	
TOTAL	\$108,845

Revenues

Student Fees (anticipated).....	\$22,960
Concert Revenue (anticipated).....	\$6,500
Other (grants pledged / anticipated).....	\$18,200
Bank Balance January 2017.....	\$38,950
<hr/>	
TOTAL	\$86,610

JANUARY – AUGUST, 2017 FUNDRAISING GOAL: \$22,235

More detailed budget information is available upon request.

BOARD OF DIRECTORS

Dale Knisely, President

Tim Lancaster, Vice-President

Gary Cutmore, Secretary

Susan Hlasny

Leanne Young

Jason Cutmore, Executive/Artistic Director (non-voting member)

Artistic Advisory Board

Aaron Au

Charles Foreman

Frank Ho

Peter Jancewicz

Michael Massey

Alexandra M. Munn

Janet Scott-Hoyt

CONTACT

The Alberta Pianofest Society thanks you for considering our request for support and hopes that you find it worthy of your donation. For further information, please contact:

Gary Cutmore

Secretary, APS Board of Directors

780.487.2653

gscutmore@shaw.ca

Alberta Pianofest Society, #21, 2031 Brennan Crescent, Edmonton, Alberta, T5T 0W3, Canada

Jason Cutmore, Director • 914.837.1884 • jcutmore@albertapianofest.com
